

Postgraduate (MA) study programme: **Communication, Public Relations and Digital Media (interdisciplinary MA in partnership with the Faculty of Electronics and Telecommunications Engineering)**
Form of education: **on site**
Length of study: **2 years**

Primary ranking domain (PRD): Social Sciences
Branch of science (BS): Communication Sciences
Postgraduate (MA) domain of study (PDS_MA): Communication Sciences

PRD Code	BS Code	PDS_MA Code
40	30	10

degree programme	c1c2c3 (domain)	a1a2
M	480	16

CURRICULUM
Academic year 2017 - 2018
1st YEAR

	SEMESTER 1										SEMESTER 2									
1	Electronic systems for digital media										Digital media									
	M480.17.01.A1	8	E	28	0	28	0	DA	144	M480.17.02.V1	8	E	28	0	0	28	DCAV	144		
2	E-services										Discourse principles and strategies									
	M480.17.01.V2	8	E	28	0	14	0	DCAV	158	M480.17.02.V2	8	E	28	28	0	0	DCAV	144		
3	Foreign language for PR (English*/French/German)										Foreign language for digital media (English*/French/German)									
	M480.17.01.A3	7	D	14	28	0	0	DA	133	M480.17.02.V3	7	D	14	0	28	0	DCAV	133		
4	Elective 1										Elective 2									
	M480.17.01.S4-ij	7	E	28	28	0	0	DS	119	M480.17.02.A4-ij	7	D	28	14	0	0	DA	133		
5																				
6																				
7																				
8																				
9																				
total / semester	hours:	196		VPI:				554		hours:	196		VPI:				554			
	credits:	30		evaluations: 4				3E,1D		credits:	30		evaluations: 4				2E,2D			
total / week	hours:	14								hours:	14									
	of which:	7	4	3	0	(c, s, l, p)		of which:	7	3	2	2	(c, s, l, p)							

Professional competences:

- Identification and proper use of the theoretical knowledge and fundamental practices specific to the domain and to the specialization of the MA programme;
- Deployment of the electronic and technical calculus equipment for the analysis, processing and interpretation of information in telecommunications systems and signals, including digital images;
- Development and deployment of an interdisciplinary analytic set of tools for the proper identification, production and evaluation of the communication events and products in the field of PR;
- Deployment of information networks and of data collection, processing and management systems for problem solving and creative applications, in accord with the communication situation;
- Analysis, processing and interpretation of digital data.

Transversal competences:

- Development of networking, cooperation, teamwork and interdisciplinary cooperation skills specific to traditional and digital media
- Development of synthetic, comparative and critical thinking, and of adaptability and communication skills to tackle new situations
- Development of management and organizational skills, of innovation and research skills, and of the ability to take initiative and to identify one's lifelong learning needs

Additional competences:

- Pertinent and proficient association of information and practices from two different domains (communication and telecommunications technologies);
- Proper selection, adaptation, management and application of the transdisciplinary investigative system for innovative and effective problem-solving
- Providing innovative technological solutions to ensure effective communication.

Legend

Name of subject									
Code	nc	FE	c	s	l	p	CF	VPI	

Code = subject code

nc = number of ECTS credits

FE = form of evaluation

FE ∈ {E, D, C, P-E, P-D}

E=exam

D=distributed assessment

c=course hours /semester

s=seminar hours

l=laboratory hours

p=portfolio hours

CF= subject category

CF ∈ {DA, DCA, DS}

DA - comprehensive subject

DCAV - advanced knowledge subject

DS - synthesis subject

VPI = time needed for self-study

Example

Web technologies									
M480.17.03.V2	7	E	28	0	14	14	DCAV	119	

(*) - electives activated in the academic year 2017/2018

CURRICULUM
Academic year 2017 - 2018
2nd YEAR

SEMESTER 3										SEMESTER 4										
1	Telecommunications technologies										Practice / Research activities 7 weeks x 14 hours/weeks									
	M480.17.03.A1	8	E	28	0	14	14	DA	144	M480.17.04.S1	10	D	0	0	0	98	DS	152		
2	Web Tehnologies										Elaboration of dissertation paper 7 weeks x 14 hours/weeks									
	M480.17.03.V2	7	E	28	0	14	14	DCAV	119	M480.17.04.S2	10	C	0	0	0	98	DS	152		
3	Digital media advertising										Dissertation exam									
	M480.17.03.V3	8	E	28	0	14	0	DCAV	158	M480.17.04.S3	10	E					DS			
4	Elective 3																			
	M480.17.03.A4-ij	7	D	28	0	0	14	DA	133											
total / semester	hours:	196		VPI:		554		hours:	196		VPI:		304							
	credits:	30		evaluations: 4		3E,1D		credits:	30		evaluations: 3		1E,1D, 1C							
total / week	hours:	14						hours:	14											
	of which:	8	0	3	3	(c, s, l, p)		of which:	0	0	0	14	(c, s, l, p)							

ELECTIVE SUBJECTS
1st YEAR

SEMESTER 1										SEMESTER 2										
01	Elective 1 1. Approaches and theories in modern communication										Elective 2 1. Advanced research methods in PR (*)									
	M480.17.01.S4-01	7	E	28	28	0	0	DS	119	M480.17.02.A4-01	7	D	28	14	0	0	DA	133		
02	Elective 1 2. Public relations. Principles and practices (*)										Elective 2 2. Strategic positioning and online/ offline reputation of organisations									
	M480.17.01.S4-02	7	E	28	28	0	0	DS	119	M480.17.02.A4-02	7	D	28	14	0	0	DA	133		

2nd YEAR

SEMESTER 3										SEMESTER 4										
01	Elective 3 1. Research and design methodology																			
	M480.17.03.A4-01	7	D	28	0	0	14	DA	133											
02	Elective 3 2. Image processing (*)																			
	M480.17.03.A4-02	7	D	28	0	0	14	DA	133											

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